

APR 27 1942

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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING FRIDAY, APRIL 24, 1942
(See Calendar of April 20th for week-end dates previously announced.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Evening April 25 8:00 P.M.	LECTURES ON COSTUME	MR. M.D.C. CRAWFORD	METROPOLITAN MUSEUM OF ART, LECTURE HALL
Sunday April 26 4:00 P.M.	Mr. Maurice D.C. Crawford, Research Ed., Fairchild Publications, will give the send-off to a series of lectures presented at the Metropolitan Museum of Art, related to their important new exhibit, "Renaissance in Fashion, 1942". These lectures, 23 in all, are free and represent a rare opportunity to learn from the experts how the wheels of fashion turn. For complete schedule, write the Metropolitan Museum of Art, 5th Ave. at 82nd St., or Mr. Crawford, Women's Wear, 8 E. 13th St.		
Now Booking	WAR PHOTO EXHIBIT FOR STORES	GEORGE KAMEN INC.	509 MADISON AVENUE
	Now available to stores, a collection of 36 "on the spot" camera studies of "Women at War in England", made by Col. Edwin H. Cooper, who flew to England in a bomber and returned by convoy recently with his amazing pictures. Jordan Marsh Co., Boston, was first to show them in America and paid \$1500 for the privilege. They are now offered to one store in a city at a tenth of the original price, together with suggestions for how to get the most out of the Exhibit and reproductions of windows and advertisements showing how it was handled by such outstanding stores as Halle Bros., Cleveland; J. L. Hudson's, Detroit; Hochschild, Kohn Co., Baltimore; and Thalheimer's, Richmond. For costs and brochure, contact: Mr. George Kamen, 509 Madison Avenue, PL. 8-2456.		
Introducing	NAN WESTLEY BLOUSES	NAN WESTLEY INC.	1 WEST 47TH STREET
	The two fine names of Jean Adams and David Westheim will henceforth be associated in a new venture, Nan Westley, Blouses, at 1 West 47th Street. Jean Adams, well-known for her own distinguished "separates", and most recently for her "local yokel" black calico promotion, featured by Bonwit Teller in New York, is designing these new suit-blouses; while David Westheim who has already made the name "Nan Westley" famous for shirt-frocks, is cooperating in the new Nan Westley division. The new collection is now showing. No appointment necessary. Contact: Jean Adams, WI. 7-7444.		
Introducing	A NEW PERFUME: "CINQ À SEPT"	HELEN HUBBELL, COUTURE	134 EAST 56TH STREET
	Helen Hubbell has added an exclusive Perfume to her custom dress-making business. She has named it "Cinq à Sept" after that mysterious interlude in a French woman's day. Publicity: Miss Neff, LE. 2-2300.		
Now Showing	ADVANCE FALL FUR COLLECTION	ZIMMERMAN-SCHER INC.	150 WEST 30TH STREET
	Zimmerman-Scher's annual early and inspirational collection of Advance Fall Fur Coat Fashions, presented as a stimulant to the fur remodeling business which begins to be active in stores from now on. Collection shown only by appointment. Contact: Mr. Jack Zimmerman, PE. 6-9316.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday April 26 11:00 A.M.	5TH ANNUAL BICYCLE BREAKFAST Rain or shine, New York	WELLESLEY CLUB FOR U.S. FIGHTING FORCES	STORK CLUB 3 EAST 53RD STREET
	Breakfast, beginning 11 A.M. at 15 W. 100th St., (the J. Aug Bicycle Shop). As in the past, cyclists in new and old-fashioned costumes will wheel through Park, down 5th Avenue to Stork Club, where races will be run off in 53rd Street from 12 to 12:30 P.M., followed by Stork Club breakfast. Open to public. Rates: \$1.25 for rental of bicycle (from J. Aug); breakfast, \$1.25. Public may participate in one or both events. Proceeds to buy comfort kits for U.S. Armed Forces. Reservations from Wellesley Club. (Barclay Hotel, 111 E. 48th St.) or Stork Club. Bikes must be picked up at 15 W. 100th. Publicity: Miss Margaret Sydney Eaton, EL. 5-5200.		
<u>WEEK BEGINNING MONDAY, APRIL 27, 1942</u>			
Monday April 27 12:30 P.M.	"DIAMONDS AND THE CALL TO ARMS" N. W. Ayer will present a press luncheon and "War-Time Revue of Industrial Luncheon and Gem Diamonds and Their Place in Armament and Fashion". Strictly by invitation. Publicity: Nancy Hughes, CI. 6-0200.	N. W. AYER & SON	30 ROCKEFELLER PLAZA 11TH FLOOR
Monday April 27 2:30 P.M. (Note change of time.)	PRESS PREVIEW: HOWARD GREER COLLECTION Howard Greer, Hollywood designer, is bringing a Fall Collection from California to show to New York manufacturers looking for inspiration for Fall lines. The Collection will be previewed to the Press on Monday, April 27, at 2:30 P.M., and shown to manufacturers beginning Tues., April 28th, for 3 weeks, by appointment. Admission, \$100, (with usual model-copying privileges). Under direction of Beatrice Sterling. Preview strictly by invitation. For reservations contact: B. Sterling, 277 Park Ave., WI. 2-7494.	HOWARD GREER OF HOLLYWOOD	HOTEL MADISON SUITE 7 V
Tuesday April 28 1:00 P.M.	RITZ LUNCHEON FASHION SHOW Franklin Simon will present an All-Cotton Fashion Show during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Franklin Simon Pub.: Mrs. M. Kaldor, WI. 7-9600. Ritz: Marion Morrison. PL. 3-4600.	FRANKLIN SIMON (414 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 28 1:00 P.M.	BUNDLES FOR BRITAIN FASHION SHOW High-spot of society-sponsored Bundles For Britain benefit-luncheon will be presentation of Sports Clothes by famous British Designers, each costume chosen by its distinguished society-sponsor for some sport in which she herself is interested. English designers represented include: Muriel Bellamy; Peter Russell; Hardy Amies; Norman Hartnell; Bianca Mosca; Worth; Sally Guest; Gordon Lowe; A. J. Izod; Digby Morton; Huntzman & Sons; Roberts & Carroll; and Sandon & Co. Presentation under direction of June Hamilton Rhodes, Bureau of Fashion Trends, who will deliver the fashion commentary. Luncheon open to public. Admission, \$5. Press strictly by invitation. Publicity: Bureau of Fashion Trends, WI. 7-7476.	SPONSORED BY BRITISH WOOL COUNCIL	HOTEL PIERRE GRAND BALLROOM
Wednesday April 29 1:00 P.M. <u>Note</u> <u>change to</u> <u>Wedgewood</u> <u>Room</u>	LUNCHEON REVUE OF BEACHWEAR Saks 5th Avenue will wind up the Spring-Time luncheon fashion revues presented every Wednesday at the Waldorf, with a showing of new Beach Wear and Play Clothes during luncheon in the <u>Wedgewood Room</u> . Open to public. Luncheon, \$2. Press by invitation. Saks Publ.: Dorothy Harness, PL. 3-4000. Waldorf Publicity: Ted Saucier, EL. 5-3000.	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	WALDORF ASTORIA HOTEL WEDGEWOOD ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 29 2:00- 4:45 P.M.	PRESS PREVIEW: "CARTOONS OF THE DAY" The Metropolitan Museum of Art will present an exhibition of "Cartoons of the Day", 60 works of 60 outstanding American illustrators, many of them "Cartoons Against the Axis". Others deal with subjects of Civilian Defense, First Aid classes, etc., presenting in subtle and humorous fashion, the pulse of today's public opinion and the activities of our democracy. Exhibit opens to public Sat., May 2nd. Press preview by invitation. Photographs on request from Metropolitan Museum Publicity Department, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Wednesday April 29 2:30 & 7:00 P.M.	FASHION SHOW OF SUMMER AND FALL ORIGINALS Annual Fashion Show by Traphagen Students who design, make and model their own creations. Conservation of fabrics will be key-note of show, which includes budget wardrobes, one, a complete trousseau of 9 corduroy outfits at total cost of \$23. Other highlights: triple-duty graduation dresses; cotton fashions for office, farm, home and industrial workers; beach-wear in unusual fabrics; other surprises. Strictly by invitation. For further information: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION (1680 B'WAY)	JOHN WANAMAKER AUDITORIUM
Wednesday April 29 3:00 P.M. Thursday April 30 3:30 P.M.	BENEFIT FASHION SHOW Martin's of Brooklyn will present its Annual Fashion Show for the benefit of the blind. Wed., Apr. 29th is Jewish Day. Thurs., Apr. 30th is Protestant Day. Theme of showing: "Beautiful, Dutiful Fashions of 1942". Under direction of Helen Reed, Stylist who will deliver the fashion commentary. Open to public. Press by invitation. Publicity: Miriam Priluk, TR. 5-3100.	MARTIN'S OF BROOKLYN	HOTEL ST. GEORGE 51 CLARK ST., B'KLYN
Wednesday April 29 4:30- 6:00 P.M.	PRESS PREVIEW OF NEW BEAUTY FILM Dermetics Inc. will present a preview of their new technicolor motion picture "Beauty From Within", to members of the Beauty Press, illustrating a rare new scientific achievement in beauty, heretofore unknown in this country. Film commentary by Milton Cross. Following Press show, film will be booked and shown by stores and schools across the country. Preview strictly by invitation. Publicity: Miss Virginia Truehaft, CI. 6-3421.	DERMETICS INC.	630 FIFTH AVENUE SALON, SUITE 230
Wednesday April 29 5:00- 7:00 P.M.	PREVIEW: "COLORS OF THE ANDES" FURN. & FASHIONS Reynaldo Luza, distinguished South American Painter, has created furniture and room settings in his own exciting color combinations which he calls, "Colors of the Andes". They will be previewed to members of the Press and a group of distinguished South Americans on Wed., Apr. 29th from 5 to 7 P.M. at Sloane's. Luza's beautiful colors also inspired a collection of fashions which will be featured simultaneously by Bonwit Teller and presented in a series of fashion tableaux at Sloane's. Preview strictly by invitation. Contact: for Bonwit's, Mrs. Nona James, EL. 5-6800; for Sloane's, Mr. Forester, WI. 2-5600.	W. & J. SLOANE & BONWIT TELLER	SLOANE'S, 7TH FLOOR 5TH AVE. AT 47TH ST.
Thursday April 30 12:30 P.M. Luncheon	FASHION GROUP MONTHLY LUNCHEON Planned expressly to give consumer-information about women now in war industries, and to tell them how to fit themselves if needed, for a practical role in war production, the monthly luncheon meeting of the Fashion Group will consider "The Over-All Woman", presenting "Today's Requirements for	FASHION GROUP, INC.	HOTEL ASTOR BALLROOM

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
Trained Personnel". Speaker on "TRAINING", Mrs. Core Rogers, Assoc. Dir., Delehanty Institute; on "FACTORY", Dr. Milicent Pond, Employment Dir., Scoville Mfg. Co. Members may bring guests. Luncheon, \$1.75 (incl. tip). Reservations from CI. 7-1734.			
Thursday April 30 1:00 P.M.	"FRESH-AS-A-DAISY" FASHION SHOW	BONWIT TELLER (721 5TH AVENUE)	HOTEL PIERRE COTILLION ROOM
Bonwit Teller will present a luncheon Revue of crisp young cotton and linen fashions, all washable, under the beguiling title, "Fresh-As-A-Daisy". Open to public. Luncheon, \$2. Press by invitation. Bonwit Publicity: Nona James, EL. 5-6800. Pierre: Kathleen Moran, RE. 4-5900.			
Thursday April 30 7:00 P.M.	BUFFET SUPPER & FASHION SHOW	TRAPHAGEN SCHOOL OF FASHION (1680 B'WAY)	HENRY HUDSON HOTEL 361 WEST 57TH ST.
Buffet Supper	Under auspices of Fashion Digest Magazine, Traphagen students, who design, make and model their own creations, will repeat their Spring and Summer Fashion Show presented at Wanamaker's on preceding day, Wed., April 29th. See page 3 for details. Buffet Supper, \$1. Reservations <u>in advance only</u> from Dorothy Tyroler, CO. 5-2077.		
Thursday April 30, Friday May 1, Saturday May 2	AMOS PARRISH WAR- TIME CLINIC	AMOS PARRISH & CO.	THE HOMESTEAD HOT SPRINGS, VA.
Mr. Parrish's purpose in staging this three-day War-Time Clinic is to get the top merchants of America together to discuss, analyze and plan for war-time store business. Open to all store owners and executives. Reservations must be made in advance with Amos Parrish, 500 5th, N.Y.C., PE. 6-6190.			
Friday May 1	CLOSING DATE: DESIGN CONTEST	CHICAGO TRIBUNE	CHICAGO ILLINOIS
Chicago Tribune's 3rd Annual American Design competition. Theme: "What if the Women Wore in War Time". Aim: to encourage original American design.			
Friday May 1- May 17 Preview Thursday 4/30, 2-6	EXHIBIT: MEXICAN COSTUME SKETCHES	MUSEUM OF MODERN ART	YOUNG PEOPLE'S GALLERY 11 WEST 53RD STREET
Young People's Gallery will exhibit number of original Mexican costume sketches by Carlos Merida, lent by Art Institute of Chicago. Press and critics preview preceding day, Thursday, April 30th from 2-6 P.M., by invitation. Publicity: Sara Newmeyer, CI. 5-8900.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 2 10:30 A.M.	"TALK OF TEENS" PINK LEMONADE PARTY Part of the fun at the fortnightly meeting of Altman's "Talk of Teens" Club will be a presentation of circus cottons, tying-in with the "Hi-Jinx at the Circus" pages from the May issue of "The Woman's Home Companion". Teens and Press welcome. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN	5TH AVE. AT 34TH ST. TEEN SHOP
Saturday May 2 1:00- 1:15 P.M.	RADIO ROUND-TABLE ON MET. ART EXHIBIT 2nd in series of Radio Round-Tables following the Opening of the Metropolitan Museum's current and important exhibit, "Renaissance in Fashion, 1942", will be devoted to a discussion of the "Future of Fashion". Participating in discussion will be: Fira Benenson, Directrice, Salon de Couture, Bonwit Teller; Mrs. Betsy Talbot Blackwell, Editor, Mademoiselle; and Dr. Harold D. W. Smith, A. M. Tenney Associates. Alice Pentlarge will conduct the Program for the Museum. Publicity: RH. 4-7690.	METROPOLITAN MUSEUM OF ART AND GUESTS	STATION WOR (710 ON DIAL)
Saturday Evening May 2 8:30 P.M.	"BAL DE LA COIFFURE" French Hairdressers in America are joining forces in a gala Ball and presentation of advance hair styles for the coming year. Coiffure presentation takes place at 10 P.M. Open to public. Admission, \$1.25 plus tax. Press welcome. Part of proceeds of Ball to Quaker Relief. Publicity Chairman: Charles Leonce, Coiffure Francaise of America, 665 5th Ave., WI. 2-0399.	LA COIFFURE FRAN- CAISE OF AMERICA	WALDORF ASTORIA HOTEL JADE ROOM
Saturday May 2 On the Air 6:15- 6:45 P.M.	68TH RUNNING OF KENTUCKY DERBY Ted Husing and Clem McCarthy, CBS Sports Commentators, will broadcast from the Track between 6:15 and 6:45 P.M. over CBS network. Publicity: Rosellen Callahan, WI. 2-2000.		CHURCHILL DOWNS LOUISVILLE, KENTUCKY
Sunday May 3	NATIONAL MUSIC WEEK The value of music in maintaining morale and unity among the United Nations war will be emphasized in 19th Annual observance of Music Week. All	NATIONAL MUSIC WEEK COMMITTEE	THROUGHOUT COUNTRY
Beginning May 4	FALL BLOUSE AND SKIRT LINES OPEN CHILDREN'S FALL DRESS LINES OPEN		
Beginning Mon. May 4	1ST SHOWING CHILDREN'S FALL SPORTSWEAR	DERBY SPORTSWEAR INC+	1359 BROADWAY

DATEWHAT'S GOING ONGIVEN BYWHEREMUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Friday.....PREMIERE: "KEEP 'EM LAUGHING" 44TH ST. THEATRE, 214 W. 44TH ST.
- April 24 Clifford Fischer follows "Priorities of 1942" with a new variety show, "Keep 'Em Laughing". Victor Moore and William Gaxton head a brilliant cast which includes Hildegard, The Hartmans, The Stuart Morgan Dancers, Zero Mostel, Miriam La Valle and Jack Cole and his Dancers. Publicity: C. P. Greneker, CI. 6-9500.
- Monday.....ALL STAR REVIVAL OF "CANDIDA" SHUBERT THEATRE, 225 W. 44TH ST.
- April 27 Staged by the American Theatre Wing for the benefit of Army and Navy Relief. Players include: Katharine Cornell (in title role); Raymond Massey; Thru Burgess Meredith; Dudley Digges; Mildred Natwick and Stanley Bell. April May 1 28-May 1 matinées. May 3 evening. Open to public. Admission, \$1.10-\$3.30. Publicity: Lorella Valmery, CO. 5-6638.
- Tuesday....PREMIERE: "HARLEM CAVALCADE" RITZ THEATRE, 48TH ST. W. OF B'WAY
- April 28 A vaudeville revue patterned after "Priorities of 1942", sponsored by Ed Sullivan, columnist, and featuring popular negro performers among them: Noble Sissle, Peter Sisters; Flournoy Miller, and many others. Publicity: C.P. Greneker, CI. 6-9500.
- Tuesday....PREMIERE: "MEXICAN MURAL" CHANIN AUDITORIUM, 122 E. 42ND ST.
- April 28 Drama by Raymond Naya starring Libby Holman. Produced by Robert Lewis. Contact: MU. 4-9839.
- Wednesday..PREMIERE: "THE GREAT MAN'S LADY" (Cinema) PARAMOUNT THEATRE, B'WAY AT 44TH
- April 29 A costume picture starring Barbara Stanwyck and Joel McCrea. Costumes by Edith Head. Publicity: Aileen St. John Brenon, CH. 4-7040.
- Wednesday..PREMIERE: "THE LIFE OF REILLY" BROADHURST THEATRE, 233 W. 44TH ST.
- April 29 Farce by William Roos starring Glenda Farrell. Produced by Day Tuttle and Harold Bromley. Publicity: Samuel Friedman, PE. 6-9468.
- Wednesday..PREMIERE: "MOONTIDE" (Cinema) RIVOLI THEATRE, B'WAY AT 49TH ST.
- April 29 Jean Gabin's first American picture, and he gives all he's got, and then some!, aided by the lovely Ida Lupino, Thomas Mitchell and Claude Rains. Clothes by Gwen Wakeling. 20th Century Fox. Publicity: Mrs. Jeannette Sawyer, CO. 5-3320.
- Wednesday..CELANESE'S "GREAT MOMENTS IN MUSIC", WABC-COLUMBIA NETWORK
- April 29 Excerpts from Puccini's "Manon Lescaut", sung by Soprano Jean Tennyson, 10:15 P.M. Tenor Jan Peerce and Baritone Robert Weede, with music conducted by George Sebastian.
- Thursday...PREMIERE: "WE WERE DANCING" (Cinema) RADIO CITY MUSIC HALL, 6TH AT 50TH
- April 30 MGM picture starring Norma Shearer and Melvyn Douglas. Miss Shearer wears over 24 striking costumes from her personal wardrobe. Publicity: Art Schmidt, BR. 9-7800.